Data and Privacy File Guides

Apple Media Products: AppStore Click Activity

December 2022

File name

App Store Click Activity.csv

File description

This file contains information related to the user's activity in the App Store.

Why Apple keeps this information

Apple retains this information in order to understand user behavior and preferences, measure feature performance and improve software design, and to ensure the integrity of transactions and user-facing or entered content.

Field Name	Details
AB Test	Internal identifier for testing run on the individual product page on which the user action was taken
Account Match	Whether the logged-in iTunes account identifier matches the logged-in iCloud account identifier on the user's device
Action Context	The page from which the user action was taken
Action Details	The specific item on which the user action was taken
Action Type	The type of user action taken
Action URL	Internet address associated with the link on which the user took action
App	The name of the application from which the content action was taken
Apple ID Number	Apple account identifying number
Application Name	The App from which the user action was taken
AppStore Referral ID	Internal identifier, if referral to App Store is through App or clip
Billing Currency Code	Currency code for the user's purchases
Channel Partner	The carrier code (e.g., ATT, EE)
Channel Partner ID	The Mobile Network Code (MNC) and Mobile Country Code (MCC) of the user's mobile carrier
Channel Partner Type	The field indicates the partner channel type ID (e.g., EXISTING_APPLE_MUSIC, PHONE_CARRIER)
Channel Product Code	The channel product code (e.g., ATT:Music)
Click Target	The target item on which the user clicked
Click Target Type	The type of item clicked by the user (e.g., button, card, etc.)

Field Name	Details
Client ID	A randomly generated, video-specific device identifier that rotates every 6 months
Content Location	The language identifier of the application product page that is shown to the user
Event Date Time	Date and time on which the activity occurred
Event Type	The user action taken on an app (e.g., click, search, enter, exit, etc.)
External Referral App Name	Application from which the user was referred to the current application or web page
External Referral URL	The internet address of the page that caused another store page to load
Final Search Term	The final term used to generate search results
Free App Adam ID	The name of the free app downloaded
Free App Amount	Total purchase price in the applicable currency, as a decimal number (e.g. 9.99) (For free apps, this always should be 0.00)
Free App Content ID	Identifier of the free app content
Free App Currency Code	Currency code for free app user's purchases
Free App Developer ID	The developer of the free app
Free App Genre	Grouping identifier for the type of free app
Free App Product Type	Product type identifier of the free app
Free App Timestamp	When the free app was acquired
Free App Transaction ID	Identifier for the free app transaction
Hardware Model	The hardware model used
Hardware Type	The hardware family type
Host App Name	The app from which the Apple Media Property functionality was used
Impressed Content Names	Content items shown to the user
IP City	The city from which the action occurred, as determined by the user's IP address
IP Country Code	The country code from which the action occurred, as determined by the user's IP address
Is Apple One Subscription	Indicator to determine a successful Apple One Subscription purchase on the App Store by the user
Is Arcade Subscription	Indicator to determine a successful Arcade subscription purchase on the App Store by the user

Field Name	Details
Is Personalized	Whether the user's App Store page event was personalized
Is Purchase	Indicator to determine a successful purchase on the App Store by the user
Is Redownload	Indicator to determine a successful redownload on the App Store by the user
Item Description	Identifier for an individual purchased item
Item ID	Internal identifier for a single purchased item
Language ID	The user-selected language for the App Store
Location	The location of the associated context as it appears within an application
Major OS Version	The operating system version with which the user action was taken
Offer Eligibility Type	Whether the offer is an introduction or hardware
Offer Placement	The type of offer or set of offers that was presented to the user
Offer Placement Type	The reason that a particular offer or set of offers was presented to the user
Offer Trial ID	Indicates whether the offer has a trial period
Offer Type	The user's transaction type for the content (e.g., buy, free download, pre-order)
Offer Variant	The type of offer where the user action occurred
Operating System Languages	Language of the operating system used to complete the action
OS	Operating system used to complete the action
OS Build Number	Operating system build number used to complete the action
OS Version	Version of the operating system used to complete the action
Page	Unique page description
Page Context	Context where in an Apple Media Properties App an event occurred
Page Custom ID	Identifier for the individual product page within the App Store on which the user action was taken
Page Details	Additional information related to the page from which the user action was taken
Page History	The last five pages viewed by the user
Page ID	The page on which the user action was completed

Field Name	Details
Page Reason Type	The reason that a particular offer or set of offers was presented to the user
Page Type	The type of page on which the user action was taken
Page URL	Internet address of the content with which the user interacted
Page Variant ID	Internal identifier for the individual product page testing variant
Platform	Device type associated with the operating system platform
Post Time	Time on which the event posted to Apple's servers
Pre-Tax Price	Pre-tax purchase price in the applicable currency, as a decimal number (e.g. 9.99)
Price	Total purchase price in the applicable currency, as a decimal number (e.g. 9.99)
Purchased Item Descriptions	The content which the user purchased
Referral App Name	Name of the referring application that caused the active application to launch
Referral URL	The internet address of the store page that caused another store page to load
Referring URL	The referring application or referring URL to App Store
Search Filters	Non-localized search filters that were applied
Search Tab Term	The search tab used to generate the search results
Search Term	The term used to generate search results
Search Term Source	The source of the search tab term used to generate the search results
Search Terms Selected	The facets selected by the user after submitting a Search on the Search tab
Software	The type of software associated with the event
Store Front	The country store front in which the user' action occurred
Store Front Header	Store Front Header Identifier
Subscription State	Subscription state of the user engaging on App Store
Tab	The tab or page within the App Store from which the action occurred
Tab Indicator	Number of notifications for the tab or page within the App Store from which the action occurred
Term	Term associated to an event on the App Store

Field Name	Details
Timezone Offset Min	The difference between GMT (UTC) and the user's local time when an event originated, in minutes
Total Amount	Total purchase price in the applicable currency, as a decimal number (e.g. 9.99)
Transaction ID	An identifier for the transaction
URL	The internet address of the media with which the user interacted
User Agent	Information about the user's device from which the action occurred, including information about the operating system and browser
Widget Name	The localized App Store widget name
Widget Type	The identifier of the App Store widget on screen
Widget Size	The size of the App Store widget on screen